

Appl. No. 09/616,714  
Amdt. dated April 28, 2006  
Reply to Office Action of December 28, 2005

**REMARKS/ARGUMENTS**

Claims 1-4, 7-11 and 14-38 are pending in this application. Claims 5, 6, 12 and 13 were previously canceled. Claims 22-37 were previously withdrawn from consideration without prejudice. No amendments are presented herewith. Applicant respectfully requests reconsideration in view of the following remarks.

I. **Rejection of Claims 1-4, 8-11, 15-21 and 38 Based on 35 U.S.C. § 103(a)**

The Examiner has rejected claims 1-4, 8-11, 15-21, and 38 under 35 USC §103(a) as being unpatentable over U.S. Patent 6,263,317 ("Sharp") in view of U.S. Patent 6,141,666 ("Tobin"). Referring to claim 1, and as applied to independent claims 8, 17 and 38, the Examiner states:

Sharp does [not] explicitly disclose modifying responses from said merchant computer system to said client computer system at said vendor computer system thereby controlling information exchange between said merchant computer system and said client computer system through said vendor computer system.

Tobin discloses a method for providing secure electronic commerce transactions with merchants comprising:

- Modifying responses from said merchant computer system to said client computer system at said vendor computer system thereby controlling information exchange between said merchant computer system and said client computer system through said vendor computer system (Tobin: at least column 3, lines 15-37 and column 5, line 46 to column 6, line 3);

Appl. No. 09/616,714  
Amdt. dated April 28, 2006  
Reply to Office Action of December 28, 2005

- Wherein modifying response from said merchant computer system comprises:
  - Modifying merchant content obtained from said merchant computer system to redirect one or more hyper-text elements to said vendor computer system (Tobin: at least column 3, lines 23-37); and
  - Reframing said merchant content as a web page of said vendor computer system (Tobin: at least column 5, line 46 to column 6, line 3); and
  - Wherein transmitting said transaction information comprises transmitting said web page of said vendor computer system to said client computer system (Tobin: at least column 5, line 46 to column 6, line 3).

At the time the invention was made, it would have been obvious to a person of ordinary skill in the art to have modified the system of Sharp to have included the teachings of Tobin as discussed because there is a need for customized marketing of consumer services through hypertext based communications wherein the content of the hypertext based communications is dynamically customized to take advantage of a consumer's familiarity with a specific Internet site marketing partner (Tobin: column 2, lines 50-55).

Applicant respectfully disagrees for at least the following reasons. Tobin does not teach or suggest modifying responses from a merchant computer system to a client system at a vendor system, nor does Tobin allow for a user at a client computer system to select and purchase, via the vendor computer system,

Appl. No. 09/616,714  
Amdt. dated April 28, 2006  
Reply to Office Action of December 28, 2005

items listed in a merchant computer system without the user having direct access to the merchant computer system.

According to the teachings of Tobin, when a client is connected to a vendor website (e.g., "homearts.com") and the client selects a link to a second vendor/merchant's website (e.g., "pcflowers.com"), the client leaves the initial vendor's site (the referral site) and connects to the network server providing the second vendor/merchant's webpages. The network server tracks the identity of the referring vendor site and customizes the webpages of the second vendor/merchant to provide co-branding with the referring vendor or private labeling of the referring vendor. Customization is performed by the second vendor/merchant's network server at the time of webpage generation, using parameters obtained from embedded tokens within the HTML files. The customized webpages are served directly to the client from the network server. The referring vendor system ("homearts.com") does not participate in the communication between the network server ("pcflowers.com") and the client, after the client activates the link to the network server. There is no mechanism described by which responses from the network server to the client might be modified at the referring vendor system, nor is there any way for the client to select and purchase, via the referring vendor system, items listed on the network server without the client having direct access to the network server.

Appl. No. 09/616,714  
Amdt. dated April 28, 2006  
Reply to Office Action of December 28, 2005

In contrast, the embodiments of the present invention recited in independent claims 1, 8, 17 and 38, modify responses from a merchant computer system to a client system *at a vendor system* thereby controlling information exchange between said merchant computer system and said client computer system *through said vendor computer system*. The vendor system remains between the client and the merchant computer system, and the vendor system modifies and reframes the merchant content for transmission to the client.

For at least the foregoing reasons, Applicant submits that Sharp and Tobin, either alone or in combination, do not teach or suggest the embodiments of the invention as set forth in independent claims 1, 8, 17 and 38; therefore, claims 1, 8, 17 and 38 are allowable over the cited art. Dependent claims 2-4, 7, 9-11, 14-16, and 18-21, being dependent upon respective allowable base claims, are also allowable for at least the foregoing reasons.

II. Rejection of Dependent Claims 7 and 14 Under 35 U.S.C. § 103(a)

The Examiner has rejected dependent claims 7 and 14 under 35 U.S.C. § 103(a) as being unpatentable over Sharp in view of Tobin in further view of Fergerson (U.S. Patent No. 5,966,697). Applicant respectfully disagrees. Claims 7 and 14, being dependent upon allowable base claims, are themselves allowable

Appl. No. 09/616,714  
Amdt. dated April 28, 2006  
Reply to Office Action of December 28, 2005

for at least the foregoing reasons provided with respect to independent claims 1 and 8 above.

III. Conclusion

For at least the foregoing reasons, Applicant submits that the Examiner's rejections have been obviated, and that pending claims 1-4, 7-11, 14-21 and 38 are allowable. Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

THE HECKER LAW GROUP

Date: April 28, 2006

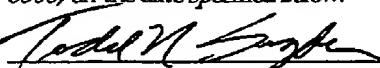
By:



Todd N. Snyder  
Reg. No. 41,320

THE HECKER LAW GROUP, PLC  
1925 Century Park East  
Suite 2300  
Los Angeles, California 90067  
(310) 286-0377 (voice)  
(310) 286-0488 (fax)

**CERTIFICATE OF TRANSMISSION**  
*I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office, Art Unit 3625, at telephone number (571) 273-8300, on the date specified below.*

  
Signature Todd N. Snyder

April 28, 2006

Date

BEST AVAILABLE COPY

81045.944

Page 19 of 19

BEST AVAILABLE COPY